

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Serial No.:** 09/683,733

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**Art Unit:** 3639

**Applicant:** Aday et al.

**Examiner:** Nelson, Freda Ann

**Title:** CUSTOM PRICING SYSTEM AND  
METHOD

**Docket No.:** BUR920010167

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

This paper is being filed in response to the Office Action dated 19 June 2006. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.